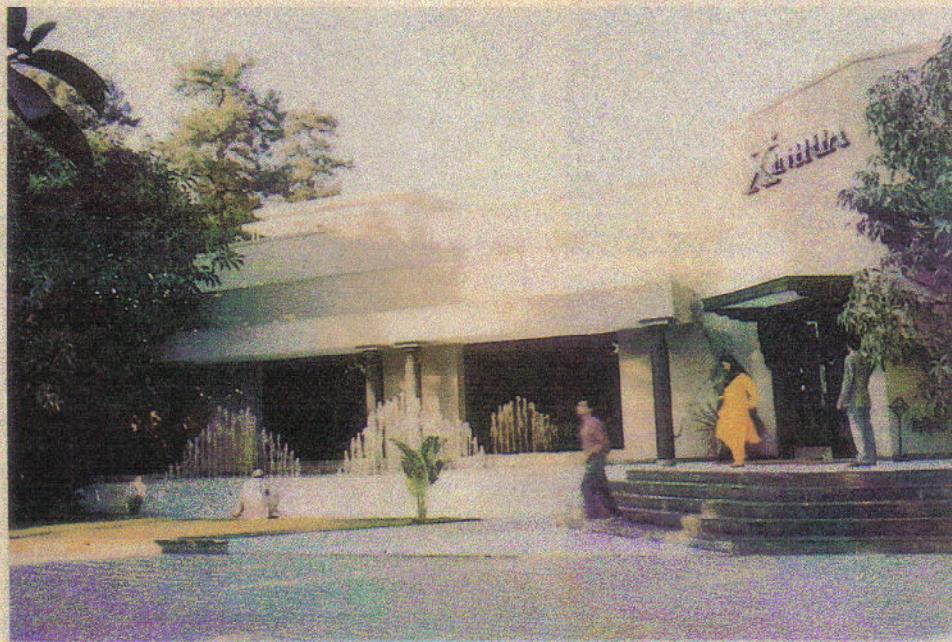


"French service, Oriental Cuisine!"

Situated near the fashionable shopping area of Lahore, the Liberty Market, is an equally fashionable spot catering to the connoisseurs' of the elite. Xinhua is the name of this exclusive place! The REPUBLIC, in its special roundup of restaurants presents its review and an insight into the modus-operandi by visiting Xinhua and interviewing the behind-the-success personality----NADEEM: Director Operations!

Azmul-Haq, the owner and the chief executive, is a TV star too. "Six years ago, I



was in Ad Arts advertising," said Nadeem, in a very professional tone, "when Azmul-Haq spoke to me about opening a Chinese restaurant - I told him that if he wanted to start a simple Chinese restaurant, I was not interested. But if he wanted to start something different from the rest, I would come - people sitting in restaurants with painted dragons and hanging Chinese lanterns around them was not the whole mood; it had to be combined with the genuine taste of Chinese food so the ambience should be in entirety! He agreed and asked me to come and have a look at the location, anyway." "When I saw the location--it was commercially not feasible at all. So we planned to use gimmicks to attract clientele.

